

SAFETY & OPERATIONS – COMMUNICATIONS AND UPCOMING EVENTS

**Safety and Operations Council
November 15, 2019**

ACTION REQUESTED

No action requested. This item is for information and presentation only.

PREVIOUS ACTION

No previous action

BACKGROUND

The Ohio Traffic Safety Office (OTSO) and ODOT work together to develop a rolling calendar of safety campaign messaging to raise public awareness on specific SHSP emphasis areas and initiatives promoted by the National Highway Traffic Safety Administration (NHTSA), and offer workshops, training and other events to improve transportation safety.

NOACA supports the outreach efforts of these agencies by reinforcing messages through its Division of External Engagement & Public Affairs, and sharing events that affect safety and planning efforts in our region.



BACKGROUND

2020

COMMUNICATIONS CALENDAR

JANUARY 2020

Sun	M	T	W	Th	F	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

FEBRUARY 2020

Sun	M	T	W	Th	F	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

MARCH 2020

Sun	M	T	W	Th	F	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

APRIL 2020

Sun	M	T	W	Th	F	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

MAY 2020

Sun	M	T	W	Th	F	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

JUNE 2020

Sun	M	T	W	Th	F	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

JULY 2020

Sun	M	T	W	Th	F	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

AUGUST 2020

Sun	M	T	W	Th	F	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

SEPTEMBER 2020

Sun	M	T	W	Th	F	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

OCTOBER 2020

Sun	M	T	W	Th	F	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

NOVEMBER 2020

Sun	M	T	W	Th	F	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

DECEMBER 2020

Sun	M	T	W	Th	F	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

EVENTS

JANUARY
 New Year's
FEBRUARY
 Super Bowl
 Valentine's Day
MARCH
 St. Patrick's Day

APRIL
 National Walking Day
 Earth Day
 Opening Day of Trails
MAY
 National Bike to School Day
 National Bike to Work Day
 CycloFemme
JUNE
 Summer Solstice
 National Trails Day

JULY
 Fourth of July
AUGUST
 Back to School
 Back to School Safety Month
SEPTEMBER
 Friday Night Bike Lights

OCTOBER
 Halloween
 National Ride to Work Day
NOVEMBER
 Thanksgiving
 Daylight Savings Time

2018 / 2019 Ohio Traffic Safety Office - Communications Calendar

Month	Key Dates & Themes
October 2018	October 21 - 27, 2018 National Teen Driver Safety Week - Occupant Protection Teen Driving Issues October 26 - 31, 2018 Halloween IMPAIRED DRIVING Primary Message: Buzzed Driving is Drunk Driving. November 22, 2018 Thanksgiving Weekend Travel OCCUPANT PROTECTION Primary Message: Buckle Up America. Every Trip. Every Time. Secondary Message: Click It or Ticket November 24, 2018 Ohio State vs. Michigan IMPAIRED DRIVING Primary Message: Fans Don't Let Fans Drive Drunk Secondary Message: Buckle Up America. Every Trip. Every Time. Corridor Project - US 23 November 23 - December 12, 2018 Holiday Season - IMPAIRED DRIVING Primary Message: Buzzed Driving is Drunk Driving. TVB Project Roadbook: Buzzed Driving is Drunk Driving Twitter Chat: Buzzed Driving
November 2018	November 2 - 4, 2018 Super Bowl Sunday IMPAIRED DRIVING Primary Message: Fans Don't Let Fans Drive Drunk. Twitter Chat: Super Bowl March 15 - 18, 2019 St. Patrick's Day IMPAIRED DRIVING Primary Message: Buzzed Driving is Drunk Driving. Twitter Chat: Buzzed Driving April 2019 National Distracted Driving Awareness Month Primary Message: U Drive, U Text, U Pay Secondary Message: Stay Alive! Don't TXT & Drive April 8 - 15, 2019 "U Drive, U Text, U Pay" National Enforcement Mobilization / Twitter Chat: #JustDrive May 2019 Motorcycle Safety Awareness Month Primary Message: Motorists: Share the Road with Motorcyclist and Scooter Riders Secondary Message: Motorists: Look Out For Motorcycles
December 2018	December 15 - 31, 2018 Holiday Season IMPAIRED DRIVING Primary Message: Drive Sober or Get Pulled Over. Messaging to continue from April until CIOT, resume after Fourth of July throughout the rest of the riding season. May 5, 2019 Cinco de Mayo Primary Message: Buzzed Driving is Drunk Driving. Note: Calendar dates and themes are subject to change. Dates with E in front (i.e., E26) is a date where enforcement will take place. Revised 11/20/2018
January 2019	January 13 - June 2, 2019 "Click It or Ticket" (CIOT) National Enforcement Mobilization OCCUPANT PROTECTION Primary Message: Click It or Ticket. June 1 - August 31, 2019 100 Deadliest Days of Summer June 17, 2019 National Ride to Work Day MOTORCYCLE SAFETY Primary Message: Share the Road with Motorcyclist and Scooter Riders. July 3 - 6, 2019 Fourth of July IMPAIRED DRIVING Primary Message: Drive Sober or Get Pulled Over. Secondary Message: Buzzed Driving is Drunk Driving. Twitter Chat: Buzzed Driving August 2019 Back to School Safety Month Primary Message: Walk, Bike, and Ride to School Safely! August 14 - September 2, 2019 National Enforcement Crackdown IMPAIRED DRIVING Primary Message: Drive Sober or Get Pulled Over. September 15 - 21, 2019 Child Passenger Safety Week National Seat Check Saturday (September 21) OCCUPANT PROTECTION Note: HOME COMING SEASON ENFORCEMENT BLITZ - SEPT/OCT
February 2019	February 2019 Walk to School Day October 26 - 31, 2019 National Teen Driver Safety Week Teen Driving Issues October 25 - 31, 2019 Halloween IMPAIRED DRIVING Primary Message: Buzzed Driving is Drunk Driving. November 28, 2019 Thanksgiving Weekend Travel OCCUPANT PROTECTION Primary Message: Buckle Up America. Every Trip. Every Time. Secondary Message: Click It or Ticket November 30, 2019 Ohio State vs. Michigan IMPAIRED DRIVING Primary Message: Fans Don't Let Fans Drive Drunk. Secondary Message: Buckle Up America. Every Trip. Every Time. Corridor Project - US 23 November 29 - December 10, 2019 Pre-Holiday Season - IMPAIRED DRIVING Primary Message: Buzzed Driving is Drunk Driving. Twitter Chat: Buzzed Driving December 11, 2019 - January 1, 2020 Holiday Season IMPAIRED DRIVING Primary Message: Drive Sober or Get Pulled Over. TVB Project Roadbook: Buzzed Driving is Drunk Driving



BACKGROUND

 **Geauga County Safe Communities** added an event.
August 7 at 9:48 AM · 🌐

Join Geauga Safe Communities for the annual DRIVE Sober or Get Pulled Over Kickoff. This Friday August 9th during the Chardon market, held on Chardon Square. Hope to see you there!



**DRIVE SOBER OR
GET PULLED OVER**

FRI, AUG 9
Drive Sober or Get Pulled Over
Chardon Square · Chardon

 You like Geauga County Safe Communities

★ Interested

👍 Like 💬 Comment


 **Ohio Dept of Transportation** @ODOT_Statewide · Aug 13

Pay attention there will be a test later. It's back to school time Ohio which means school buses are back on the road. Always stop for flashing lights of school buses. Do you have any #BacktoSchool safety tips for drivers?



Back to school
Lesson 1:
When you see lights flash
don't be a passing!


💬 8 ❤️ 10 ✉️

 **NHTSA** @NHTSAgov · 6h

Only dummies text and drive. #JustDrive



Don't be a dummy. When you are behind the wheel, your only priority is to drive safely.

 **NHTSA** #justdrive

💬 4 ↻ 75 ❤️ 92 ✉️

BACKGROUND

Federal and Statewide Safety Messaging



November

- Impaired/Buzzed Driving

December

- 1-31: National Drunk/Drugged Driving Prevention Month

January

- New Year's Resolutions: Walking & Biking

February

- February 2: Super Bowl-Impaired Driving

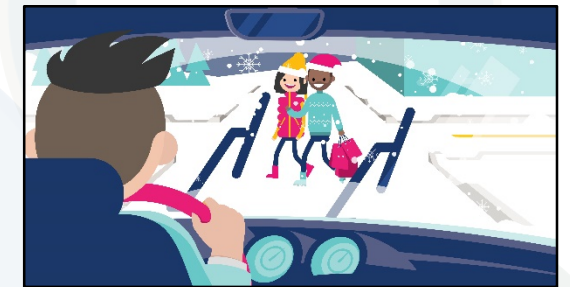
NHTSA Support:

Calendar: <https://www.trafficsafetymarketing.gov/calendars>

Campaign Materials: <https://www.trafficsafetymarketing.gov/get-materials>

ODOT Your Move Campaign Toolkit:

<http://www.dot.state.oh.us/Divisions/Planning/ProgramManagement/HighwaySafety/ActiveTransportation/Pages/choose.aspx>



BACKGROUND

Upcoming Events



November

- **Driver Familiarity/Unfamiliarity at Roundabouts: Case Study**, Wednesday, November 20, 2019, 10 to 11 AM ([Register on LTAP website](#))

December

- **2020 Safe Routes to School Funding Program Overview Webinar**, Thursday, December 12, 2019, 2 to 3 PM EST ([Register on LTAP website](#))

NEXT STEPS

Please follow NOACA on social media (Facebook, Twitter, LinkedIn) and ‘like’ our safety posts.

The Safety & Operations unit will provide quarterly updates on upcoming messages, campaigns, workshops and events to this Council.



NOACA will **STRENGTHEN** regional cohesion, **PRESERVE** existing infrastructure, and **BUILD** a sustainable multimodal transportation system to **SUPPORT** economic development and **ENHANCE** quality of life in Northeast Ohio.

